THESE BEAUTIFUL SHADES SAVE YOU MONEY

they're Washable





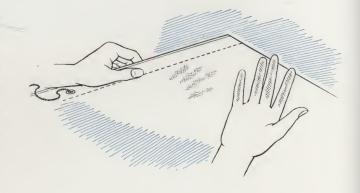
UPOND "TONTINE" WINDOW SHADES

"TONTINE" SHADES ARE MADE OF PYROXYLIN COATED CLOTH

Soap and water makes them clean as new!

You wouldn't think of buying lace curtains that can't be washed. Then, don't get window shades that can't be scrubbed. Get "Tontine" washable shades. They're made of a special pyroxylin impregnated cloth that can be washed with soap and water. After a little scrubbing they look bright and clean . . . as crisp and new as the day you bought them.

"Tontine" shades are remarkably durable.





They won't crack, fray or pinhole! Rain won't hurt them! Sunshine won't fade them! And no matter how often you wash "Tontine" shades, they keep their original color. And they save money in replacements—because they wear so long.

Read what these three women have to say about "Tontine" shades:



"We've had our 'Tontine' shades for years. They've been washed at least a dozen times—and look as nice now as the day I bought them."—Mrs. John L. Myles, Scarsdale, N. Y.



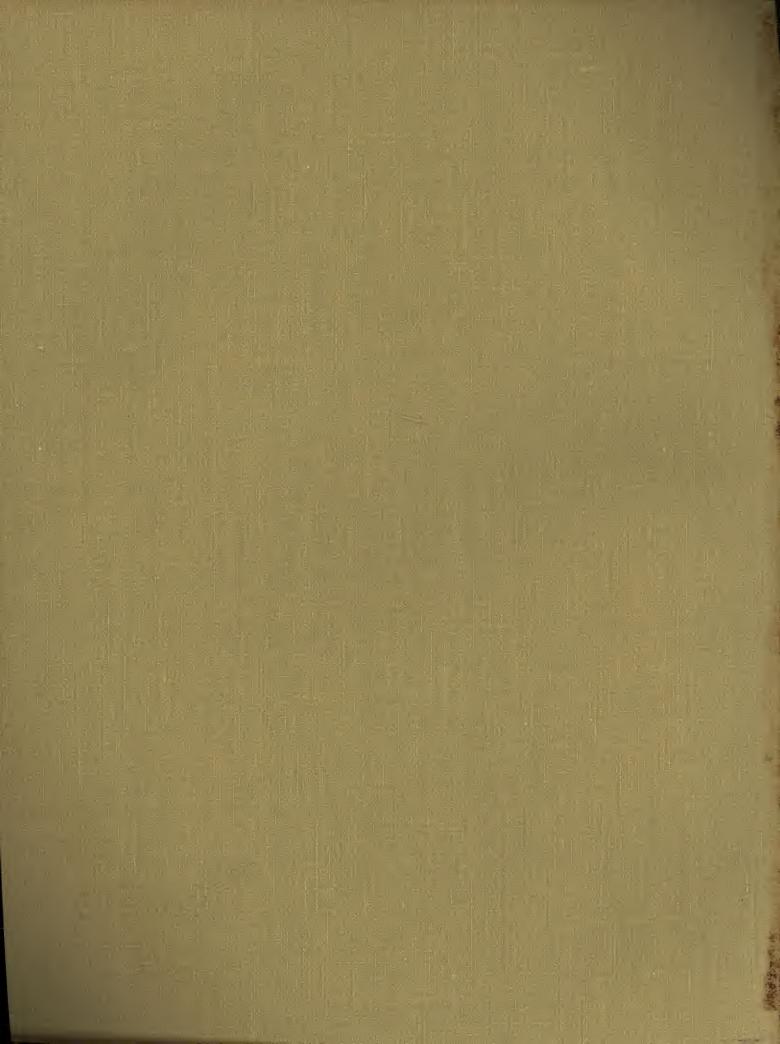
"The only shade used in The Sherry-Netherland hotel is 'Tontine.' They last longer and save money."
—Miss Anne Owens, Executive House-keeper, The Sherry-Netherland, N. Y. C.



"Our 'Tontine' shades get a thorough scrubbing during spring housecleaning. They certainly come clean. And we again have 'new' shades."—Mrs. Joseph A. Cuddihy, Phoenix, Arizona.



Color 506 SUNSET





Color C. T. 510 SUNRISE



YOU HAVE 35 LOVELY COLORS TO SELECT YOUR

"TONTHNE"

SHADES FROM!

THERE ARE cool, neutral colors that do wonders to a house on hot summer days—and bright, cheery ones for grey days during the winter. They range all the way from black or dark green opaque shades to the clear, translucent colors that let the light stream into your rooms. All "Tontine" shades are laboratory tested for light translucency—and laboratory tests show that they admit from 73% to 140% more light than ordinary painted cloth shades. Yet their pyroxylin processing keeps glare out. May we send you a sample book of "Tontine" shades in the newest colors and pattern effects. There is no obligation.

YOU'LL SEE "TONTINE" SHADES IN THE FINEST HOMES—SOLD BY AUTHORIZED DEALERS EVERYWHERE

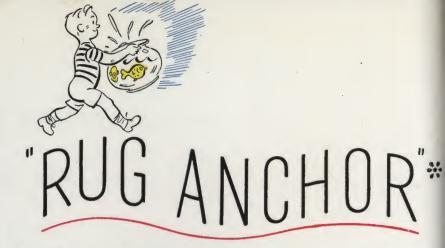






MFGD. BY (PONT DE NEMOURS & COMPANY, INC.





KEEPS SCATTER RUGS FROM SKIDDING

BIG RUGS as well as little rugs are held securely in place with "Rug Anchor" sponge rubber nonskid. It won't let them skoot, skid, slide or creep. Trim it to any size rug—put it underneath—and forget about those slippery, highly polished floors. It makes rugs cling like a leech—and helps prevent your family and friends from possible costly, painful falls.

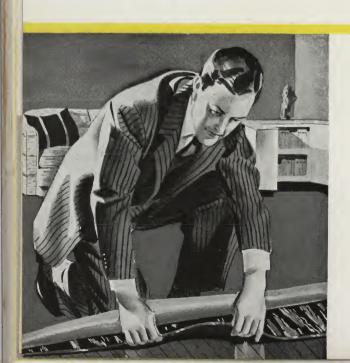
"Rug Anchor" is dust-proof and water-proof! It's rubber . . . so it

won't harbor moths! And its cushion effect lessens wear and makes rugs last longer. We'll be glad to send generous samples of this economical material.



VELVETEX"*

MAKES ANY RUG FEEL THICK AND LUXURIOUS





ACTUALLY, it's like walking on air—your rugs feel so thick and soft! Tests show "Velvetex" sponge rubber rug cushion increases rug life as much as 140%. In one test 265,000 people were clocked as they tramped, tramped, tramped over "Velvetex" and it didn't

show appreciable wear.

"Rug Anchor" will wear for years in your home. It's sanitary, nonabsorbent, moth-proof and can be cleaned with the vacuum or broom. See "Velvetex" at your local depart-

ment store or floor covering shop. Write for samples.

E. I. DU PONT DE NEMOURS & CO., INC., NEWBURGH, NEW YORK

*"Rug Anchor" and "Velvetex" are Reg. U. S. Pat. Off. by E. I. du Pont de Nemours & Co., Inc.